



THE °CLIMATE GROUP

I LIKE SOLAR

Generating and Retaining Solar Leads with Social Media

Bill Wehl
Sustainability Guru, Facebook
May 22, 2014

ilikesolar.org

Goal

Scales
Fast



Increases solar
adoption

Web app

I LIKE SOLAR Sign in with Facebook Solarize your profile Share your solar story

Welcome
Jim Walker, Daniel Rapp and 11 other friends use I Like Solar.

Thanks for helping to grow a huge solar community - 3x faster¹! Did you know that people who know someone with solar chose to go solar 3x quicker themselves? It's true! Getting solar was a great idea and great ideas deserve to be shared.

We will never post or change your profile without your consent.

Solarize your profile
One easy way to show your support is by adding solar to your profile.

I LIKE SOLAR

Solarize profile picture Solarize cover image

Solar badges

Visible in every post

Susanna Murley
March 20 · Edited

More snow on Tuesday. Happy first day of Spring.

Like · Comment · Share 7 1

Friend Finder Plug-in

Get your free iQuote

1. Street Address > 2. Roof Specifics & Electricity Usage > 3. Contact Information

Thanks for taking the time to get your FREE iQuote. This process happens in three simple steps:

1. Enter your address
2. Enter some household information
3. Enter your contact details

We do the rest!

Enter Home Address
We use your street address to calculate energy savings based on your location and roof type.

Street Address, City, S

Bill Weihl, Nick Cizek and 12 other friends Have Solar

Lyrca McTiernan, and 267 other friends of friends Have Solar

Get Started

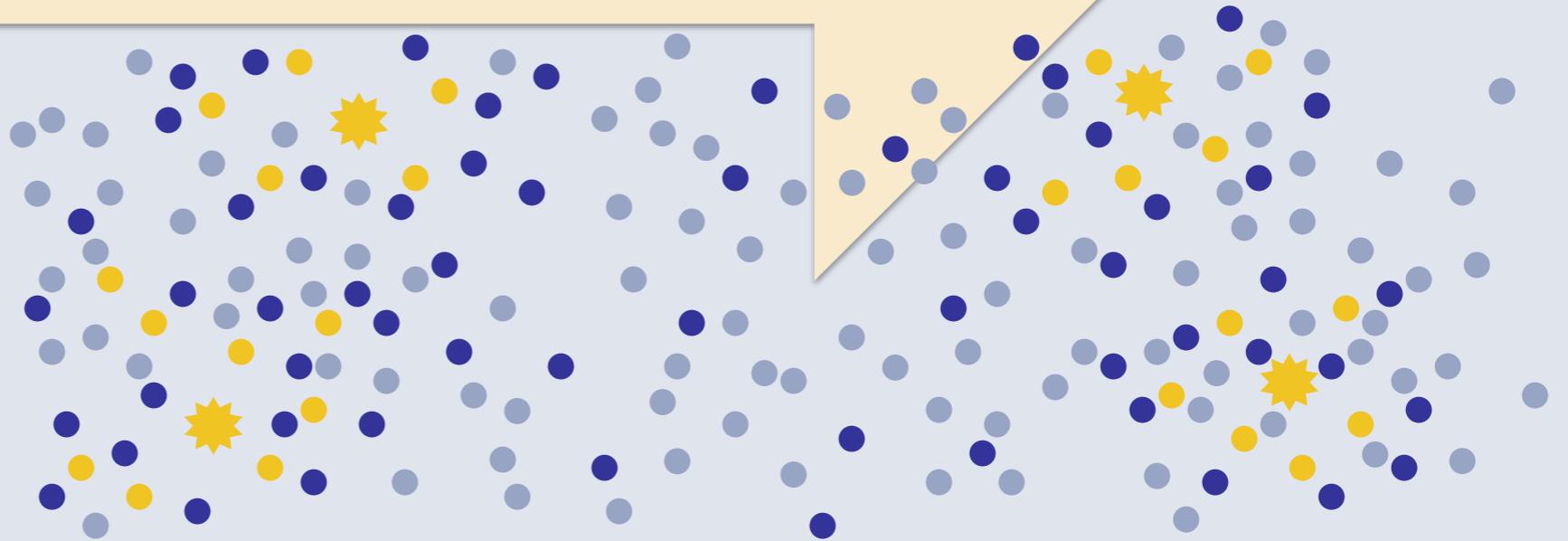
Work Completed

Analyzed
solar reach

Built pilot
app

Executed
marketing
pilot

- *FB custom audience*
- Multiple solar companies
- >75% of US FB community are friends of friends



Work Completed

Analyzed solar reach

- *FB custom audience*
- Multiple solar companies
- >75% of US FB community are friends of friends

Built pilot app

- *FB canvas (web) app*
- *FB app insights, Google insights*
- 1/3 of app viewers w FB sign up
- 8x improvement from v1

Executed marketing pilot

- *FB custom audience, FB app insights, Google insights, Marketo*
- Strong response to email and FB marketing

Next steps

Scale to 5-10k users

Build friend finder plug-in

- Email, FB
- Signup during installation/follow-up
- *FB app insights, Google insights*

AB test, show app works

- With real prospective solar customers
- *Holdout group: 1/2 see friends, 1/2 do not*
- *Track conversions*

Scale to 50-100k users

Boost solar adoption

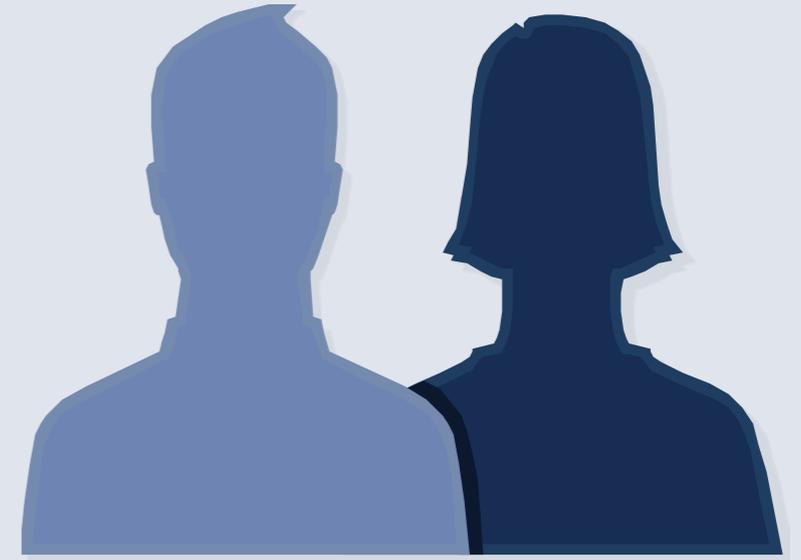
How can you help?



Sign up
customers



Test
effectiveness



Join I LIKE SOLAR
as a founding
member

Questions?

Interested? Please contact

Susanna Murley
Digital Media Director
SEIA
smurley@seia.org

Amy Davidsen
US Executive Director
The Climate Group
adavidsen@theclimategroup.org

ilikesolar.org